I Claim:

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- An apparatus for providing at least one item of value in cooperation with operation of a companion device; said companion device delivering at least one first product to a 2 3 user; the apparatus comprising:
- a control means for controlling said providing; 4 (a)
- (b) a providing means for effecting said providing; said providing means being 5 6 coupled with said control means; and
- (c) a link with said companion device for effecting said cooperation. 7
- 2. An apparatus for providing items of value in cooperation with operation of a 1 companion device as recited in Claim 1 wherein said companion device includes a 2 dispensing means; said providing means and said dispensing means cooperating to 3
- 4 dispense said at least one item.
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- An apparatus for providing items of value in cooperation with operation of a companion device as recited in Claim 1 wherein the apparatus further comprises:
- (d) a communication means coupled with said control means for communicating operational information with the apparatus regarding operation of the apparatus; and
- (e) a memory means coupled with said communication means for storing said operational information.
- 4. An apparatus for providing items of value in cooperation with operation of a 1 companion device as recited in Claim 3 wherein said communication means 2 3 comprises a telephone connection with a remote controlling station
- 5. An apparatus for providing items of value in cooperation with operation of a 1 2 companion device as recited in Claim 3 wherein said communication means comprises an input access port for providing control access by an operator. 3

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- 1 \(\) 6. An apparatus for providing items of value in cooperation with operation of a companion device as recited in Claim 3 wherein said communication means comprises a satellite communication connection with a remote controlling station.
- 7. An apparatus for providing items of value in cooperation with operation of a companion device as recited in Claim 2 through 6 wherein said at least one item of value comprises a coupon; said coupon being redeemable for at least one second product.
- 8. An apparatus for providing items of value in cooperation with operation of a companion device as recited in Claim 2 through 6 wherein said at least one item of value comprises a product sample.
- 9. An apparatus for dispensing marketing materials in cooperation with operation of a
 companion vending machine; said companion vending machine delivering at least one
 first product to a user; the apparatus comprising:
- 4 (a) a control means for controlling said dispensing;
- 5 (b) a dispensing means for effecting said dispensing; said dispensing means being coupled with said control means; and
 - (c) a link with said companion vending machine for effecting said cooperation.
- 1 10. An apparatus for dispensing marketing materials in cooperation with operation of a companion vending machine as recited in Claim 9 wherein the apparatus further comprises:
- 4 (d) a communication means coupled with the apparatus for communicating
 5 operational information with the apparatus regarding operation of the apparatus;
 6 and
- 7 (e) a memory means coupled with said communication means for storing said operational information.

- 13 -DDM00-031 , 11. An apparatus for dispensing marketing materials in cooperation with operation of a companion device for delivering entertainment; said companion device delivering at 2 3 least one first product to an audience; the apparatus comprising: (a) a control means for controlling said dispensing; 4 (b) a dispensing means for effecting said dispensing; said dispensing means being 5 6 coupled with said control means; and (c) a link with said companion device for effecting said cooperation. 7 12. An apparatus for dispensing marketing materials/in cooperation with operation of a 1 companion vending machine as recited in Claim 11 wherein the apparatus further 2 comprises: 3 (d) a communication means coupled with the apparatus for communicating 4 operational information with the apparatus regarding operation of the apparatus; 5 6 and (e) a memory means coupled with said/communication means for storing said 7 8 operational information. 13. An apparatus for providing items ϕ f value in cooperation with operation of a 1 2 companion device as recited in Claims 10 or 12 wherein said communication means comprises a telephone connection with a remote controlling station 3 14. An apparatus for providing items of value in cooperation with operation of a 1 companion device as recited in Claims 10 or 12 wherein said communication means 2 comprises an input access port for providing control access by an operator. 3 15. An apparatus for providing items of value in cooperation with operation of a 1 2
- companion device as recited in Claims 10 or 12 wherein said communication means comprises a satellite/communication connection with a remote controlling station. 3

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- 1 16. An apparatus for providing items of value in cooperation with operation of a 2 companion device as recited in Claims 10 or 12 wherein said communication means 3 comprises a cable communication connection with a remote controlling station.
- 1 17. An apparatus for providing items of value in cooperation with operation of a 2 companion device as recited in Claim 16 wherein said cable communication 3 connection is communicatively coupled with said companion device.
 - 18. A method for providing at least one item of value from an apparatus in cooperation with operation of a companion device; said companion device delivering at least one first product to a user; the method comprising the steps of:
 - (a) providing a control means for controlling said providing;
- 5 (b) providing a providing means for effecting said providing; said providing means 6 being coupled with said control means; and
 - (c) providing a link with said companion device for effecting said cooperation.
 - 19. A method for providing at least one item of value in cooperation with operation of a companion device as recited in Claim 18 wherein the method comprises the further step of:
 - (d) providing a communication means coupled with the apparatus for communicating operational information with the apparatus regarding operation of the apparatus; and
 - (e) providing a memory means coupled with said communication means for storing said operational information.
- 20. A method for providing at least on item of value in cooperation with operation of a 1 2 companion device as recited in Claim\19 wherein the method comprises the further 3 step of:





- (f) communicating at least one directive with the apparatus from a locus remote from 4
- 5 the apparatus; said directive effecting a change regarding said at least one item of
- 6 value.

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